

PRESS RELEASE

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For Immediate Release



camexpo 2011 exhibitor show highlights

Now in its ninth year, camexpo returns to Earls Court, London, on 22-23 October 2011. The show provides the best opportunity of the year for CAM practitioners, therapists, students and health store buyers to meet with their suppliers direct, keep up-to-date with all the latest innovations, and research the best new products for their customers. The following is just a taste of what show press and visiting buyers can expect to see from the 200 companies exhibiting at this year's camexpo.

Hadley Wood Healthcare Ltd (stand 2415) will be showcasing its Acidophilus Pearls range. Acidophilus Pearls takes probiotic technology to the next level – with its patented True Delivery Technology and simple one-a-day no refrigeration needed format, it's never been easier to get your daily dose of healthy bacteria. Our probiotics are encased in tiny spherical pearl shaped capsules made using True Delivery Technology. This ensures the safe arrival of our live microbes to their natural environment, the lower gut, where they actively thrive. With five blends to choose from (Acidophilus Pearls, Pearls YB, Pearls Winter, Pearls IC and Kids Pearls) your inner digestive health and well-being has never been so well catered for!

New **Yogi Tea** Licorice Mint, Yogi Tea Ginger Orange Vanilla, Yogi Tea Pure with Lemon, and Yogi Tea Ginger will be on test at this year's camexpo (stand 2338). Key ingredients in the new teas will be familiar to the brand's loyal followers. Licorice, lemon and ginger often play supporting roles in many of Yogi Tea's bestselling blends but these new formulations, guided as ever by the teachings of Ayurveda, celebrate the full-bodied flavour of these ingredients. The resulting beverages excite the senses, create harmony and promote wellbeing.

Eterno Naturals (stand 1813) will be exhibiting two remarkable new product ranges at this year's camexpo. Royal Green's Organic Flavoured Coconut Cooking Creams come in three delicious flavours: Herbs of Provence, Garlic and Spices. With the increasing interest in coconut within the natural health industry, these are flying off the shelves! The first ever organic Bach Flower Eau de Toilettes from Les

Fleurs de Bach come in three beautifully fresh fragrances: Audace (confidence), Harmonie (harmony) and Allegresse (energy).

First time exhibitors **The Herbjär** (stand 2231) will be introducing its skin care range to the complementary and alternative therapies community. Since coming onto the market in 2010, The Herbjär has been the most natural skin care range available to beauticians, as the easy-to-ready, easy-to-understand ingredient lists prove. As it is free from any harmful additives, The Herbjär is a must-try for natural therapists involved in skin care.

Next generation science-based probiotic for healthcare professionals – how fit is your probiotic? First time exhibitors **Symprove Probiotics** (stand 2341) is delighted to be showcasing its multi-strain live activated probiotic at camexpo. With growing numbers of healthcare professionals seeking scientifically-based probiotics, the demand is rising for probiotics that are fit for role. Biotech company Symprove developed a revolutionary probiotic delivery system to shield and transport activated probiotic bacteria through the stomach to the intestines – safely. Lactose and gluten free, Symprove delivers 10 billion bacteria per 50ml serving, which establish and multiply within 15 minutes of being swallowed.

Natural by Nature Oils (stand 2511) will be exhibiting its new range of pre-blended massage oils, using high quality ingredients. The oils are packaged especially for therapists, in a high quality 500ml recyclable bottle with a lockable pump dispenser for ease of use. Products include: Muscle & Joint (Almond, Rosemary, Black Pepper, Marjoram and Ginger); Hair & Scalp (Almond, Jojoba, Rosemary, Bay and Cedarwood Atlas); Calming (Almond, Rosewood, Mandarin and Lavender); De Stress (Almond, Cedarwood Atlas, Geranium and Lavender); Detox (Almond, Juniper, Rosemary, Celery and Fennel); and Indulgence (Almond, Ylang Ylang, Orange and Rosewood).

The experts in probiotics, **Bio-Kult (Protexin)** will be exhibiting their popular multi-strain probiotic products Bio-Kult and Bio-Kult Candéa at camexpo. Visitors to stand 1616 will be able to discuss the latest research in the field of probiotics and digestive health, as well as find out how beneficial a multi-strain probiotic can be. Bio-Kult will also be showcasing human microbiota specialist Peter Cartwright's new book – *Probiotic Allies*.

Balm Balm 100% Organic Skincare (stand 1815) will be showcasing their Bijou Aromatherapy Bath and Shower Oils. The perfect Christmas gift, the beautiful little box slides open to reveal a rainbow of

colour and possibilities. Expertly blended aromatherapy oils to cover your every need, these bijou gems should be treasured and savoured. Use in your bath or shower to ease your world back on track. Add up to half of one bottle to your bath or apply to damp flannel for shower. In an emergency, try dabbing one drop on pulse points for instant effect. Set includes: Balance (lavender and peppermint); Calm (sandalwood, frankincense, patchouli and cedarwood); Detox (ginger, lemon, lemongrass and juniper); Indulge (ylang ylang, patchouli and clary sage); Recover (tea tree, ravensara, juniper, black pepper and wintergreen); Refresh (mandarin and grapefruit); and Relax (rose geranium and mandar).

BioCare® (stand 1416) launches new additions to the BioMulsion® range, a unique women's health product, energy management solutions and a great immune product. Dr Nigel Plummer will be speaking for us in camexpo's Demo Theatre on Sunday 23 October (10:45-11:30am) about *Optimising Essential Fatty Acids* and how fatty acids are critical to a wide range of physiological functions but are often overlooked in terms of how well they are actually absorbed and utilised within the body. He will discuss bioavailability of fatty acids and how to optimise utilisation and maximise health benefits.

Essentials for Health, one of the UK's leading massage training schools, will be launching a new and exciting bundle offer at camexpo 2011 (stand 1933). Recognised as a leader in the world of massage training, Essentials for Health have created an enticing package for potential students exclusively for camexpo, which includes an ITEC Level 3 Holistic massage or BTEC Level 5 Sports massage diploma course, a full therapist insurance and membership package with the FHT, online additional A&P revision aids and six months post-course business support including monthly advice from Essential for Health's owner, founder and business therapy expert Gill Tree.

OptiBac Probiotics (stand 1423) will be introducing camexpo attendees to their new product – for maintaining regularity. It contains Bifidobacterium lactis BB-12® – recognised as the world's most well researched B. lactis strain. Our specialised formula of B. lactis BB-12® and fructooligosaccharides prebiotic is designed to help you maintain regular bowel movements. Suitable for vegetarians, vegans, Gluten free diets, use during pregnancy, infants from 1 year+, and long term use (will not cause dependency). With OptiBac Probiotics, regularity can be an everyday thing.

First time exhibitors **Best Care Products** (stand 2730) will be promoting the benefits of Colon health and the use of Seagreens, in conjunction with Robert Gray's famous intestinal cleansing

formulations. Other featured products include MicrOrganics Hawaiian Spirulina, Jentschura Alkalising Products, and Himalayan Crystal salts, plus a new nutritional product called Green and Fruiti.

Ayurveda Pura (stand 1822) will be showcasing a prestige, brand new range of handmade, 100% natural Ayurvedic skincare and cosmetic beauty products – Holistic Essentials™. Developed according to Ayurvedic principles, the range is for Spa and High Street, and represents a complete beauty ritual developed in accordance with the key principles of the 5000-year-old tradition of Ayurveda, created by Dr. Deepa Apte MBBS (India), YLA, BYV, ITEC, MIGHT. Ayurveda Pura also supplies a broad range of Ayurvedic equipment, training and treatments.

TIANA Fair Trade Organics (stand 1626) will be exhibiting its unique organic and fair trade-certified coconut products. Premium quality and delicious, TIANA Organic Crystallised Raw Coconut Nectar is a guilt-free sugar replacement that is gently crystallised using only coconut flower nectar. High in health promoting vitamins and minerals, it is a naturally low GI product, with a Glycemic index of 35. TIANA High Omega 3 Organic Coconut Butter is rich in Omega 3 fatty acids and is the healthiest choice for low fat cooking, without any coconut aroma or taste. TIANA's Premium quality, Pure Organic Cherry Blossom Honey is raw and active; high in antibacterial and antioxidant properties because it has never been heated above 36°C degrees.

The **Vulsini** Bag is a groundbreaking new product for anyone involved in Hot Stone therapies (stand 1623). The bag heats basalt stones for hot stone massage without using water, eliminating the need for a bulky, impractical heater. Simply arrange the stones inside the bag and plug it in to any UK or EU socket to heat the stones (or the 12v lighter socket in your car). Therapists can maximise their time as more treatments can be performed in quick succession and risk factors are vastly reduced, as there is no water around any electrical outlets and no need to carry and empty 10 litres of hot water! The Vulsini Bag, with built in power cables, wipe clean fabrics and a strong, lightweight and stylish design, is a genuine innovation in mobile hot stone massage therapy.

Vita Green (stand 2232) will be exhibiting Cysticlean, with guaranteed 118mg PAC, a natural answer for recurrent urinary health sufferers especially where antibiotics offer temporary relief. Cysticlean is clinically proven to have a highly effective anti-adhesive effect on toxins on the inner bladder wall. Prescribed by doctors in Europe but new to the UK – clinical trials indicate an 83% reduction in

urinary health episodes. RSP is £24.99 for 30 tablets (one a day). Available in independent health stores, The Nutri Centre, and John Bell & Croyden.

Visit stand 1614 at camexpo to see a new product package from **PhysioPod UK Limited** – exclusive Distributors for DEEP OSCILLATION® in the UK and Ireland, who are now NHS-approved suppliers (in England and Wales). The DEEP OSCILLATION® Evident, which is designed for Hospitals/Aesthetic clinics and sporting environments, now includes two DEEP OSCILLATION® Personals, making a cost effective, three-way treatment zone (and also providing patient hire facility opportunities). The DEEP OSCILLATION® Personal SPORTS or AESTHETICS versions are now mains chargeable and supplied with two hand applicators for self treatment. Lymphoedema sufferers are now offered free therapy cards when opting to purchase a personal unit following a treatment course with a qualified MLD/Lymphoedema practitioner.

Inhealth Live Blood Analysis Seminars will be exhibiting at camexpo to promote its three-day courses in the Live Blood Analysis technique, which is widely used by natural health practitioners worldwide. These courses are aimed at qualified practitioners in nutrition, naturopathy, medicine and related practices. They allow you to bring a new dimension into your clinic giving you a view of the client's inner terrain for evaluating nutritional needs while at the same time providing a motivational tool. See us at stand 2732 for a taster.

LifeWave (stand 2144) patches resonate different light frequencies around the body to initiate specific changes. Our patches are non-transdermal, meaning nothing enters the body, resulting in a safe and natural way to improve your health and wellbeing. With this new technology, we can help slow down the aging process by elevating glutathione and Carnosine levels and reducing stress. We have patches for energy enhancement, one that reduces body temperature and inflammation – relieving pain, another to regulate appetite and suppress sugary cravings, and one which helps promote better sleep by elevating the production of melatonin.

The **Complementary & Natural Healthcare Council (CNHC)** will be offering practitioner updates and a £15 discount on its registration fee as a special camexpo show offer. Want to keep up to date with changes to healthcare regulation? Want to know more about how advertising rules affect what practitioners can say? Come to stand 2536 or to the CNHC's Keynote seminar on Saturday 22 October at

1.45pm, where the CNHC's Executive Chair (Maggy Wallace) and new Chief Executive (Margaret Coats) will be providing an update on these key topics, giving plenty of time for questions.

PharmaCare Europe (stand 2240) is the European subsidiary of PharmaCare Laboratories, an established health and personal care company in Australia. PharmaCare Europe manufacture four personal care brands: Sambucol, a unique black elderberry liquid which strengthens the immune system; Bioglan, a range of innovative food supplements with unique formulations for superior performance; Skin Doctors, a large range of dynamic skincare treatments that deliver clinical strength skincare results; and Promensil, a natural alternative to HRT which relieves the symptoms of menopause.

Miracle Noodle (stand 1833) is the premier, calorie free, soy free, gluten free, Kosher Shirataki noodle. One of the most versatile noodles, Miracle Noodle caters to a wide range of different demographics – from diabetics to Celiacs, for bodybuilders and for weight loss. With the largest variety of Shirataki noodle shapes on the market, Miracle Noodle is on the cutting edge of innovative, new, low calorie, guilt free products.

The **British Association of Accredited Ayurvedic Practitioners (BAAAP)** will be attending camexpo to give an insight into Ayurveda – ‘the science of life’, one of the oldest and most comprehensive medical systems in the world. Ayurveda not only deals with the treatment of disease but also teaches us how lifestyle, diet, exercise and meditation can prevent ill health and promote a long and well balanced life. Take the first step towards improving your health – visit stand 2422 for a personal consultation and experience some of the energising and rejuvenating treatments available from BAAAP's fully qualified practitioners.

Akoma Skincare (stand 2323) are committed to ethically sourcing and producing a range of high quality, organic raw materials from Ghana for the worldwide beauty and food industries, under genuine fair trade terms. The Akoma brand includes Fairtrade Organic Raw Shea Butter (Grade A), Ghanaian Black Soap, Cocoa Butter and Organic Coconut Oil. Akoma's high quality products are made from pure plant ingredients renowned for their natural healing properties. These are free from artificial additives and animal products. Give our products a try.

NHP: Supporting women's health – naturally. The **Natural Health Practice** (stand 1521) offers premium quality supplements to support women's health. All products are Kosher and excluding the

Omega 3 Support, and all are vegetarian society approved. Formulated by Dr Marilyn Glenville PhD – the UK's leading nutritionist specialising in women's health – the entire range is made from organic herbs and minerals. They contain no binders, fillers, artificial preservatives, colours or sugars. NHP will never compromise on quality and, with this in mind, our supplements have been created using the best quality ingredients and are offered in the highest safe dosage and are in their most bio-available form.

The global leader in mushroom nutrition products, the principal focus of **Mycology Research Laboratories UK** (stand 1832) is to market mushroom nutrition products in Europe and in the United States. MRL's mushroom biomass powders are cultivated in California and meet both Kosher standards, as well as USDA/EU/Japanese Organic standards. Prior to tablet production (500mg) to HACCP food grade standards in Holland, the biomass powders are tested by a GMP-certified UK-based clinical testing laboratory (Cytogenex) to verify species consistency (via PCR DNA analysis) and to scrutinise for microbial contamination.

Swedish Acupressure Mat – proven to alleviate pain! Recent scientific results [Alternative Medicine Studies 2011; 1:e5] have proven that 15 minutes daily rest on the acupressure mat significantly reduces the worst back and neck pain intensity. There were indications that depression, anxiety and stress diminished and small increases in optimism and energy was also reported. Come and find out more about this product at **Acupressure Mats UK's** stand 2222.

G&G Vitamin Centre has been servicing the health industry since 1965. As well as supplying high-strength, high quality, effective supplements to practitioner and trade, they also manufacture 'own label' supplements. Always striving for the highest standards, G&G earned AIB recognition recently, attaining a high score during the AIB's stringent inspection of its manufacturing plant. G&G also has Kosher certification for its brand, and is a member of the Vegetarian Society. G&G – quality where it counts. See us on stand 1823, where Bob Parker – Director of New Business, is looking forward to meeting you.

Visit stand 1737 to see **BEMER 3000 UK** exhibiting its Bemer Classic, Bemer Professional and BemerVet. Bemer stands for Bio Electro Magnetic Energy Regulation. Bemer Technology helps relieve, prevent and heal many illnesses. Just two sessions of 8 minutes a day, and a sleep programme, as easy as lying down. Ultra effective stimulation of the circulatory system, as well as boosting immunity, it helps build bone density and detoxify the body. Very safe and non-invasive. Over a million satisfied, healthy owners worldwide, and therapists helping people to heal.

The Association of Registered Colon Hydrotherapists (ARCH) is the №.1 organisation in colon hydrotherapy, representing the largest number of highly qualified therapists in the UK, and the only organisation independently regulated by CNHC. Visit stand 1514 to see our expert representatives, who will be on hand at camexpo to advise on all matters relating to colonic hydrotherapy.

Visit stand 2337 at camexpo to find out more about **Bi-Aura School of Bio Energy Therapy's** fully accredited diploma training courses and enjoy a taster session while you're there. Rapidly gaining popularity in the UK and abroad, Bi-Aura Therapy is a gentle non invasive therapy that stimulates the body's healing ability. Working with the major chakras, Bi-Aura therapists use powerful techniques to sense and manipulate the bio-field. Enhance your skills by enrolling on one of our life changing Bi-Aura Courses. Part-time Diploma Training Courses are held throughout the UK and Ireland.

The **Naturopathic Nutrition Association (NNA)** (stand 1834) is exhibiting at camexpo for the first time to offer support and guidance to nutritional therapists. The NNA aims to protect the safety and well-being of the public, and to provide a Register of professionally trained, capable and insured naturopathic nutritional therapists and nutritional therapists. We strive to maintain the highest educational and professional standards with core elements that set minimum training requirements. The NNA is affiliated to the General Naturopathic Council (GNC) and NNA members can apply for registration with the GNC.

90% of students learning new skills in hypnotherapy, NLP, coaching and counselling are women, say **Life Practice UK**. In this current economic climate more people are deciding to use their existing skills to complement new skills and set up their own businesses. Today the trend, particularly for women, is that they are doing something for themselves. Something where they feel inspired, motivated and show a genuine interest in an area where they can add more value to their lives and also the lives of others. To find out more about The Life Practice's accredited and recognised training programs visit stand 1921.

Dotolo Europe is the leading supplier for colon therapy supplies and colonic irrigation in the UK, including colon hydrotherapy training. Colon Hydrotherapy is a gentle drug-free and effective treatment for constipation and for the reduction of the colon's toxic burden. Visit stand 2725 to find out more about Dotolo's unique, flexible training courses. Colon hydrotherapy is an ideal service for someone to offer in conjunction with existing aesthetic clinic-based services, such as those offered by surgical and non-surgical

health treatment salons, health clubs, spas and hotels, or within therapeutic environments, such as homeopathy and naturopathy practices.

SRMHC Associates (stand 1723) are a dynamic team of natural spiritual healers, progressive counsellors/coaches and transformation yoga teachers spread across the UK and also overseas, with quality of care for the individual of paramount importance. SRMHC's recognised/accredited professional training courses, Pure Meditation and Retreats are held throughout the year. SRMHC registered teachers visit schools, colleges, businesses and organisations, giving training in energy care, self development and personal mastery.

Author – Stephanie J King has been working directly with the 'I am I' source and with Spirit for over 15 years – to bring peace, enlightenment, empowerment, understanding and healing back to us... in a practical, down to Earth way that we each can use daily. Earth is trying to rebalance and individually we form a huge part of that shift. Working through cause, effect and karma can be tricky, but when you are able to communicate directly with your own guardian, on your own soul journey, life agenda and immediate unfolding dramas, you can glide through most things far easier. The items on stand 2333 have successfully helped thousands find their life purpose and become happier and healthier than in years. She can literally turn much around for the better – and with her help – so will you too.

Visit stand 2140 to see **JYOREI - Japanese Spiritual Healing**. Shinji Shumeikai UK practice a form of Japanese spiritual healing called 'Jyorei', which means purification of spirit. This is brought about by means of the transmission of divine energy emanating from the Universe or God for the purpose of healing mind, body, and spirit. The healer sends energy to the recipient to help free them from physical, mental, emotional and spiritual suffering. The Jyorei goal is to promote happiness.

The central purpose and role of **UK Healers** (stand 1631) is to facilitate safe, appropriate and effective practice of Healing to the public by registered practitioners; to take our place and be widely known as a non-denominational benchmark for quality with Government, general public and other opinion formers, Healers and their organisations; to be known as an effective regulator for Healers whether voluntary or professional; and to see healing much more widely accepted, understood and used and take its rightful place in the healthcare provision of the UK.

For further information and to register, visit www.camexpo.co.uk (please use priority code CAMEX024 to register in advance for £5.50). Please note, entry prices may vary with different promotional codes.

Press passes are available to editorial staff writers employed by a trade publication, mainstream media outlet (newspaper, radio, TV, etc), or online magazines. Freelance writers, contributing editors, or bloggers may request press passes from ejones@divcom.co.uk if the event is being covered for a specific publication or topic-related article.

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Notes:

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camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m²) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.

camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the

latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.

In addition to camexpo and lunch!, Diversified UK organises Natural & Organic Products Europe, the Independent Health Store Conference, office, and the Service Desk & IT Support Show . The company also publishes Natural Products magazine and the Natural Beauty Yearbook.*

Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.